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JOYCRAFTS

[1959]

P. O. BOX 186
COVINA, CALIFORNIALIBRARY
RECEIVED
★ NOV 10 1959 ★
U. S. Department of Agriculture

Gourdcrafts

Easy to start!
Very little money needed!MOST FASCINATING - PROFITABLE
ENJOYABLE FOR THE WHOLE FAMILY

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Yes, one of the most fascinating of all cultures is the art of GOURDCRAFT. For any one who enjoys the great outdoors, who loves the soil, has that yen for growing things, who takes delight in planting a seed to grow into WONDERS---will be thrilled with gourds. Yes, it is an old art--but it has been revived and gaining popularity in this country as well as in a great many other countries.

Gourds have been in use since the dawn of history. Depending on size, shape and the thickness of shells, gourds have provided man with dishes for his food; bottles to carry water, drums to beat the rhythmic music for enjoyment. Coming in to our lives, dipper-gourds are still hung by the wells, the swans-neck and other gourds are used for nests, providing homes for such birds as wrens, martins, swallows, etc. Gourds make very lovely giftware--salt-dishes, lamps, vases, ornaments and countless table decorations.

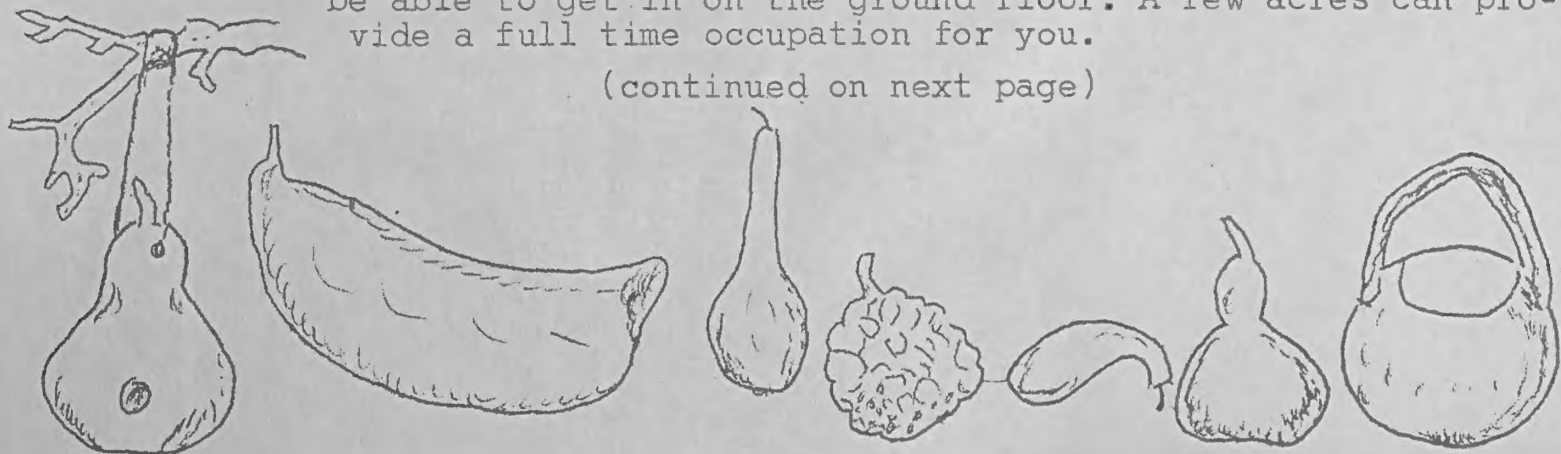
TODAY, the colorful ornamental gourds, these very gaily-colored fruits of the vine, some smooth, the others warted, many shapes and sizes have become one of the real symbols of autumn. They are becoming more and more popular for table center-pieces, and when dried they create all sorts of fun for dull days. Painted, they are quite lovely for Christmas tree ornaments; or small dishes, spoons, mapkin rings, a toy duck, the head of a puppet, or many of the other charming ornaments one's ingenuity can contrive. Gourdcraft offers many opportunities for a profitable future.

Their growing season is not long, they can be planted quite late in the season, or do well in climates with a short growing time. In a warm area, with no winters, you can grow two crops in a year. We carry a full time of supplies, and also the gourds in season.

Gourdcraft, like most other hand crafts, is simple if you know how and enjoy it. Skill comes with practice, the tools needed are not elaborate or expensive.

This is a culture that is not over-done. There are comparatively few raised in relation to the demand. Many communities have no growers at all. You may be able to get in on the ground floor. A few acres can provide a full time occupation for you.

(continued on next page)



U.S. DEPARTMENT OF AGRICULTURE
BUREAU OF PLANT INDUSTRY
WASHINGTON, D.C.

OFFICE OF THE ASSISTANT SECRETARY
FOR PLANT INDUSTRY

TO THE HONORABLE SECRETARY OF AGRICULTURE
WASHINGTON, D.C.

FROM THE ASSISTANT SECRETARY FOR PLANT INDUSTRY
WASHINGTON, D.C.

SUBJECT: [Illegible]

DATE: [Illegible]

RE: [Illegible]

[Illegible]

[Illegible]

[Illegible]

B O O K S

Garden of Gourds: you'll love this \$2.50
 Gourd Clippings35
 Gourd Growers of the South Seas . . 3.00
 The Gourd in Folk Literature. . . . 3.00
 Gourds of the South East Indians. . 3.00
 SPECIAL REPORTS: Any subject . . . 5.00

C O M I N G --

HANDBOOK OF GOURDS, a very beautifully illustrated text book, with illustrations of all known types, sizes, and kinds - full of drawings on the crafts, with the instructions how to make scores of very profitable items. Very nicely printed, a splendid addition to any library. Reserve your copy now, price only \$5.00.

THE GOURD KIT: A folio of complete instruction, 2 packages of seeds, copy of magazine with gourd items, a coupon worth \$5.00 for special report, gourd clippings, etc. All for only \$1.00 prepaid.

MAGAZINES that carry gourd material can be suggested to you on request.

FOR MARKETING - let us suggest a membership in the Guild. Membership application on request. Any additional information furnished, on this or other subjects.

S E E D S

All large varieties, craft types mixed, .35	Large size packet for .65	1 lb. for \$6.50
All types of the ornamentals mixed - - .35	" " " " .65	" " 7.00
Hercules Club, long variety - - - - .35	" " " " .65	" " 7.00
Cave Men's Club, a large gourd - - - .35	" " " " .65	" " 7.00
Green Snake - - - - - .35	" " " " .65	" " 7.50
Turk's Turban, large red decorative, - .45	" " " " .75	" " 9.00
Sponge (Dishrag) used as sponges - - .30	" " " " .50	" " 8.00
Martin Birdhouse Gourd, popular craft - .25	" " " " .45	" " 7.50
Mexican Club, long handle - - - - .45	" " " " .75	" " 9.00
Swan's Neck, large crooked neck - - - .35	" " " " .65	" " 7.00
Sugar trough, a large craft type - - .45	" " " " .75	" " 9.00
Large Bottle Gourd, very popular - - .35	" " " " .65	" " 7.50
Dipper, fruit makes an excellent dipper .35	" " " " .65	" " 7.50
Warted Ornamental varieties mixed - - .35	" " " " .65	" " 7.50
Apple Shaped Ornamentals - - - - .35	" " " " .65	" " 7.00
Miniature Bottle type - - - - .35	" " " " .65	" " 7.50
Crown of Thorns, nice novelty - - - .35	" " " " .65	" " 8.00
Flat stripped, green and white - - - .35	" " " " .65	" " 7.50
Nest Egg, practical nest eggs - - - .45	" " " " .75	" " 9.00
Orange, beautiful mock orange - - - .30	" " " " .60	" " 7.00
Pear shaped, green and white - - - .35	" " " " .65	" " 7.50
Pear shaped, white - - - - .35	" " " " .65	" " 7.00
Pear shaped, stripped yellow and green- .35	" " " " .65	" " 7.00
Spoon, small bell-shaped, slender neck .45	" " " " .75	" " 9.00

All gourd seed is sent prepaid. Early orders are advised, even late summer or fall, as very often toward planting season we run out of some varieties. Get a good supply on seed, this is the foundation of your project. Large volume for many acres, prices on request.

GOURDS FOR CRAFTS - you might not have room to plant many but would like to buy the gourds to make your gourdcraft business a financial success. From September to March, we can in most instances, supply you with gourds. They come green or partially cured - large crafts are from 50¢ to \$1 each, medium sizes \$5 a dozen, and small ornamental varieties are .55 for two dozen. This is not prepaid. We ship by express collect or by truck line or freight, whatever is the most reasonable. If you operate a shop for resale, let us know how many you can use, and we can give you prices. Order early - often before holidays many are sold. JOYCRAFTS OF CALIFORNIA (Joy Industries), P.O.Box 186, Covina, Calif. Ph: EDgewood 3-4015.

NEW ADDITIONS TO LINE

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ORNAMENTAL CORN:- often called Indian Squaw or Calico Corn. This has kernals of many colors on the same ear. Beautiful for fall decorations, or can be used in table displays with gourds, in exhibits, and in most types of planters. Grows in nice stalks and is very productive. It is a easy corn to grow, and will produce in any type of climate with the other types of corn will thrive.

1 packet ... 25¢; large size ... 50¢ 1 lb. \$2.50.

STRAWBERRY CORN: This is really "Pop Corn", but its charm and tiny ears which are only 2 inches long and 1½ inches wide and a rich shiny mahogany red color, not unlike a gigantic strawberry. Straw-colored husks which may be bent back to show the attractive ear. Very popular for decorations as well as "popping". 1 packet .50¢; large \$1.00; 1 lb. \$6.50.

MUSHROOM SPAWN:

New Spore Culture Spawn: --is made entirely by a new process. More vigorous and has more productivity than tissue spawn. Produces mushrooms of much greater uniformity and much truer to type. 1 brick (1 lb.) \$1.50. Ten blocks \$12.50. Instruction for culture included.

STERILIZED BOTTLED Spawn: comes in cartons. One carton will spawn 40 square feet. Price \$3.00 per carton. One dozen for \$24.50.

Mushroom culture can develop into a profitable business.

Large Giant Tree Tomato: A Joycraft pride and joy - a deliciously pink tomato of enormous size and finest table eating quality. There is a "sell-out" market for these large tree tomato plants. There is no rival as to size, nice large fruit and vine growth. The large pink fruits have but very few seeds and are top quality, full of tender delicious flesh, of mild, non-acid flavor - you'll be delighted. Packet 50¢ - large 85¢.

Hybrid Golden Cross Bantam Sweet Corn. makes delicious eating, dandy for canning or the home freezer. Very hardy, easy to grow, and a popular item of our Joycrafts. Packet 25¢, large 45¢ -- 1 lb. \$1.25.

Pumpkin: Halloween, Jack o Lantern type, very productive, nice size, and beautiful rich color. Packet 25¢, large 45¢ - 1 lb. \$2.50.

Joycraft Giant - big field type, very prolific and hardy. If properly fertilized and watered, grow to 3 ft. and more in diameter. Very sweet pies, etc. Packet 25¢, large 45¢ - 1 lb. \$2.75.

Dill: For pickling cucumers and other vegetables, seasoning, etc. A very popular variety. Packet 25¢, large 45¢ - 1 lb. \$2.50.

Write us for any specialty seeds you may need.

JOYCRAFTS OF CALIFORNIA

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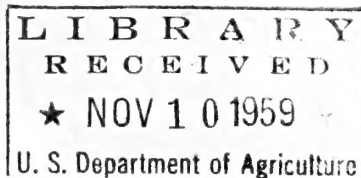
Ph: ED 3-4015

Covina, California.

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We carry the following Herb seeds for your own plantings. They are generous size packets. Prices of larger quantities on request.

PRICES

Anise.....	30¢
Basil.....	25¢
Borage.....	25¢
Caraway.....	25¢
Catnip.....	45¢
Chervil.....	25¢
Chive.....	25¢
Coriander.....	25¢
Dill.....	25¢
Fennel, Florence.....	25¢
Fennel, Sweet.....	25¢
Horehound.....	50¢
Lavender (True).....	75¢
Marjoram.....	25¢
Mint.....	25¢
Oregano.....	25¢
Parsley.....	25¢
Rosemary.....	65¢
Saffron.....	50¢
Sage.....	50¢
Savory, Summer.....	30¢
Sweet Basil (Lettuce Leaf).....	45¢
Sweet Marjoram.....	50¢
Tarragon.....	25¢
Thyme.....	75¢

JOYCRAFTS

P. O. Box 186 - Covina, California

(We also have the ready-to-use herbs to use, in small packets or bulk.)

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